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## **IT'S EARTH DAY TIME TO THINK GREEN!**

### **LOHAS IS HAPPY TO BE HOSTING ITS 12<sup>TH</sup> ANNUAL FORUM IN BEAUTIFUL BOULDER COLORADO JUNE 18-21**

(Broomfield, CO) – With Earth day almost upon us; it's nice to recognize companies, organizations, brands and individuals who go above and beyond what is required to keep things green. It's not only motivating to learn about their practices and beliefs but it's encouraging to know that there's a growing group of people out there who care enough to make changes that make an impact. On Wednesday, June 18, 2008 LOHAS (*acronym for Lifestyles of Heath and Sustainability*) will kick off its 12<sup>th</sup> annual networking forum in Boulder, CO at the St. Julien Hotel & Spa. For more than a decade, the LOHAS Forum has served as the global gathering of the premier businesses, thought leaders, market researchers, media executives and opinion makers seeking to participate in the \$209 billion LOHAS market. The focus on eco-friendly and sustainable business practices is becoming more the norm, which makes the need for communication and networking resources more vital than ever.

There is a large group of forward-thinking individuals and organizations participating in the festivities, celebrations, discussions, lectures and events this year, some of which include:

- **Gaiam**- Founded in Boulder, Colorado in 1988, Gaiam is a provider of information, goods and services to customers who value the environment, a sustainable economy, healthy lifestyles, alternative healthcare and personal development. Gaiam launched the world's first carbon-neutral product shipping

- program in 2006. They have offset their corporate carbon footprint by purchasing nearly 1,500 trees through Go Zero to offset the CO<sup>2</sup> impact of their operations at their headquarters and distribution center. [www.gaiam.com](http://www.gaiam.com)
- **Heifer International-** Heifer has learned over the years that a holistic approach is necessary in order to build sustainable communities. So they've developed a set of global initiatives. Their simple idea of giving families in need a source of food rather than short-term relief caught on and has continued for over 60 years. Since 1944, Heifer has helped 8.5 million people in more than 125 countries. Recently, Heifer has received a \$2.5 Million Matching Grant Challenge from the Bill & Melinda Gates Foundation to support their new East Africa Dairy Development Project. [www.heifer.org](http://www.heifer.org)
  - **Native Energy-** *NativeEnergy* helps build Native American, farmer-owned, community based renewable energy projects that create social, economic, and environmental benefits. Their unique "help build" carbon offsets give a direct impact in helping finance the construction of specific new renewable energy projects that need additional upfront revenues to succeed. Bon Jovi selected *NativeEnergy*, as the official carbon offset provider for his international Lost Highway Tour. [www.nativeenergy.com](http://www.nativeenergy.com)
  - **Jurlique-** Jurlique has been developing biodynamic beauty products since 1985. They believe nature trumps chemistry every time. This belief has driven them to be an independent alternative skin care company for consumers who believe in a relationship between health, beauty, the earth and all living things. Their products and packaging are designed to leave the smallest possible footprint on the planet. They use paper made from a combination of post consumer recycled and sustainable plantation fibers. [www.jurlique.com](http://www.jurlique.com)
  - **WhiteWave Foods-** WhiteWave Foods is a growing subsidiary of Dean Foods that enjoys a robust portfolio of premium food and beverage brands including organic and natural leaders Horizon Organic®, Silk® and favorites such as International Delight® and LAND O LAKES® Products. A visionary company with an entrepreneurial foundation, WhiteWave Foods maintains a proud tradition of social and environmental responsibility. For the past four years this company

has been named a U.S. Environmental Protection Agency Green Power Leader by the EPA and the U.S. Department of Energy. [www.whitewave.com](http://www.whitewave.com).

The LOHAS 12 Forum is the leadership gathering center of the healthy living and sustainable universe. Business owners and industry leaders from around the world meet to discuss industry trends, share ideas and learn how to run a successful LOHAS business, as well as interact and learn from businesses steeped in LOHAS practices. It is the only event that brings leaders from all of the different LOHAS segments together for high-end strategic dialogues.

LOHAS 12 will showcase to businesses and individuals that sustainability is a requirement, rather than a choice, further promoting the LOHAS lifestyle beneficial to the future of our planet. The LOHAS Forum celebrates those individuals and corporations who have found ways to make sustainability not only good for the planet, but also good for profitability. They've created entirely new business categories and services that enhance local and global economies. LOHAS 12 will applaud today's trailblazers, while also challenging all individuals and businesses to build upon what they offer now, envisioning a truly sustainable business climate – and planet – in the future.

LOHAS 12 will feature the very latest information on the sustainability movement globally. The conference also will take the pulse of hundreds of business leaders and other individuals -- to reflect how much the effort has grown in the past decade and what they believe the landscape for a world featuring more healthy and environmentally friendly lifestyles will be like in the decades ahead.

### **About LOHAS Forum**

Since its inception in 1996, LOHAS (Lifestyles of Health and Sustainability) has been the catalyst for the adoption of sustainable living and environment-friendly practices within the North American and global business community. The LOHAS Forum is the leading annual gathering of thought and opinion leaders in the LOHAS marketplace.

The LOHAS 12 Forum features highly influential speakers and panelists who address and explore some of today's most prominent issues and business challenges, in the world of health and wellness. Featured speakers for this year's Forum include;

**Rand Waddoups**, Sr. Director of Sustainability, Wal-Mart  
**Michael Besancon**, SW Regional President, Whole Foods Market  
**Raphael Bemporad**, CEO and Founder, BBMG  
**Eli Halliwell**, CEO, Jurlique  
**Bryan Welch**, CEO, Ogden Publications  
**Steve French**, Managing Partner, The Natural Marketing Institute  
**Chip Conley**, CEO and Founder of Joie de Vivre Hospitality  
**Clodaugh**, CEO and Founder of Clodaugh Design  
**Simran Sethi**, Eco-host, Sundance Channel  
**Wayne Zink**, CEO Endangered Species Chocolate  
**Rodney Yee**, Yoga Instructor  
**Woody Tasch**, Director, Investor's Circle

Other events include musical performances, culinary experiences, demonstrations and networking receptions. For more information about **LOHAS 12** visit [www.lohas.com](http://www.lohas.com).

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